

Section 3



COMMUNITY INPUTS

ARTS MASTER PLAN - DRAFT



During the spring and summer of 2005, interviews were conducted with four members of the City Council, the Mayor, the City Manager, representatives from several City departments, leaders in arts education, artists, and representatives of several non-profit arts organizations. Focus groups were conducted with arts, government, community, and educational leaders. Several meetings were also held with a twenty-five member Citizens Advisory Committee, created to provide critical feedback to this plan, and with the Cultural Arts Commission. A public forum, open to any resident of Chula Vista, was also held.

Two kinds of input were obtained from interviews, meetings, focus groups and workshop: 1) ideas regarding the value of the arts to Chula Vista and 2) observations and suggestions regarding needs and potentials for arts venues, facilities and programs. The first input relates to the value of the arts in the lives of individuals and the Chula Vista community. The second input addresses specific needs and opportunities for the arts in Chula Vista.

INSIGHTS REGARDING THE VALUE OF THE ARTS TO THE LIVES OF INDIVIDUALS AND THE COMMUNITY IN CHULA VISTA

Following are quotes from members of the Chula Vista community regarding the value of the arts to the life of individuals and the community.

- *Art is an intrinsic part of life and should be an important part of Chula Vista. The process of making and viewing art can expand our minds and change the way we think about the world.*
- *Art has the power to bring people of different ages, ethnicities, and religions together, and can therefore create a more united city.*
- *Art is a medium to get people to think and to dream.*
- *There is a good mix of cultures in this city that will support the arts.*
- *The kids in Chula Vista sparkle and shine. There is an incredible amount of artistic talent here.*
- *A community is judged by the quality of its art programs.*
- *Building a city is an art.*
- *Art changes the way you think, the way you are.*
- *People can build community through the arts.*
- *Everyone is an artist.*
- *There is a need for the arts in Chula Vista and people will support it. There is a market for the arts in Chula Vista.*

- *The revenue needed so support the arts is coming to Chula Vista.*
- *The arts are a pathway for careers and partnerships.*
- *The arts are a place where you can discover.*
- *The purpose of art is to exercise the mind.*
- *Art expands your mind and experience and this is invaluable.*
- *In order to be a great city, Chula Vista must have funding for the arts.*
- *The problems of the world can be solved through creative expression.*
- *Creating an exciting place is not attainable without the arts.*
- *Chula Vista should exude the Arts.*

These inputs from members of the Chula Vista community have provided inspiration for the arts recommendations contained in section 5.



COMMUNITY OBSERVATIONS REGARDING POTENTIALS TO EXPAND AND ENHANCE THE ARTS IN CHULA VISTA

Following is a summary of the principal observations of community members regarding the current state of arts venues, facilities and programs in Chula Vista.

- There is a broad consensus that Chula Vista needs additional performing arts venues. These venues are needed for school and community groups, and traveling professional companies.
- There is a broad consensus that the visual and performing arts are underfunded in Chula Vista.
- Chula Vista is severely lacking in adequate, dedicated gallery space for the public display of the visual arts.
- Chula Vista has sound programs in performing and visual arts in the City's schools, libraries and community centers. These programs need to be nurtured and realized in better facilities.
- There are current, major opportunities to enhance the visual and performing arts in Chula Vista by incorporating the arts as keystones of the revitalization of Downtown and the development of the Bayfront and University sites.
- There is a lack of synergy between the existing arts venues and the areas around them – synergies such as the availability of restaurants, galleries and specialty retail.
- The potential of Chula Vista's artists and arts organizations is underutilized. Chula Vista has the potential to exude a sense of creative expression but currently doesn't.
- Additional resources are needed to coordinate and promote the visual and performing arts.
- Chula Vista lacks places for artists to live and work in the community.
- Chula Vista should do more to take advantage of its regional setting in terms of collaborations with arts organizations in San Diego and Baja California.

These inputs from members of the Chula Vista community have significantly influenced the arts recommendations contained in section 5.